



## Doug Bowser

President

Nintendo of America Inc.

Redmond, Washington

Doug first joined Nintendo of America in May 2015 as Vice President, Sales, to oversee all sales-related functions including Retail Strategy, Retail Marketing, and In-Store Merchandising. In August 2016, Doug was promoted to Senior Vice President, Sales & Marketing, providing oversight of sales and marketing activities in the United States, Canada and Latin America.

Currently, Doug serves as the President of Nintendo of America Inc. leading operations across the Americas, developing strategies and priorities for the business and organization, and aligning on worldwide initiatives. He also represents Nintendo within the U.S. games industry as a member of the Electronics Software Association Executive Board.

Before joining Nintendo, Doug spent eight years at Electronic Arts, most recently as Vice President of Global Business Planning, a role in which he was responsible for EA's console, PC and mobile game strategic planning and forecasting. Prior to EA, he worked at Procter & Gamble for 23 years in various sales leadership roles in Asia, Latin America and the United States.

Doug attended the University of Utah, where he earned a bachelor's degree in Communications. It was in college that he developed his passion for video games, playing endless hours of Donkey Kong arcade.